

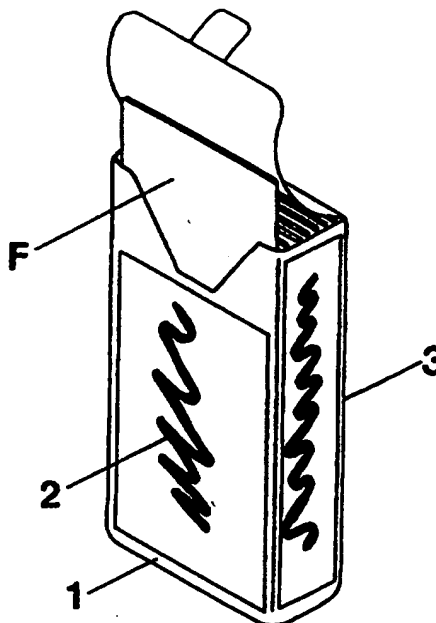
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## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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**(54) Title: A WRAPPER WITH ADVERTISING SURFACES FOR PAPER HANDKERCHIEFS****(57) Abstract**

The present invention concerns a wrapping containing paper handkerchiefs comprising a plurality of surfaces (1, 3, 4, 5, 6, 7) having a rectangular shape or of the other kind, carrying printed or in any other way one or more images and/or promotional messages (2) concerning products with commercial diffusion not linked in any manner to the contained handkerchiefs (F), so as to form a means for the exhibition and for the knowledge of said products.



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**A WRAPPER WITH ADVERTISING SURFACES FOR  
PAPER HANDKERCHIEFS**

The present invention concerns a wrapping containing paper handkerchiefs with surfaces at sight carrying promotional messages that are not linked to the content thereof.

It is well known that paper handkerchiefs, due to their practicalness and hygiene have nearly completely replaced the conventional linnen and cotton handkerchiefs and similar.

The present invention is due to the discovery of a new space that may allow to show promotional images and messages that are absolutely separated from the contained product.

The wrapping containing paper handkerchiefs, infact, is pulled out and shown, by the user, to the public each time a handkerchief is taken from the same, and this represents a possible publicity vehicle with large diffusion.

Some possible variants of the wrapping according to the present invention are shown in the enclosed figures, in which:

figure 1 shows an axonometric view of a wrapping containing paper handkerchiefs of the soft and transparent kind, from which handkerchiefs F are taken, and provided with spaces at sight carrying promotional images and/or messages.

Figure 2 shows an axonometric view of a container wrapping of the rigid and opaque kind, from which the handkerchiefs F are taken in succession through slit A.

The enclosed figures show a wrapping containing paper handkerchiefs, comprising:

- an upper surface 1 at sight, having a rectangular shape or of other kind, carrying printed or in any other way one or more images and/or promotional messages 2 concerning products with commercial diffusion not linked in any manner to the contained handkerchiefs F, so as to form a means for the exhibition and for the knowledge of said products;

- a lower surface 3 at sight, corresponding to said surface 1, carrying similar or different promotional images and/or messages 2;
- four lateral surfaces 4, 5, 6, 7 at sight, corresponding to the sides of the parallelepiped container, showing - in smaller dimensions - promotional images and/or messages 2, similar or different the the precedent ones.

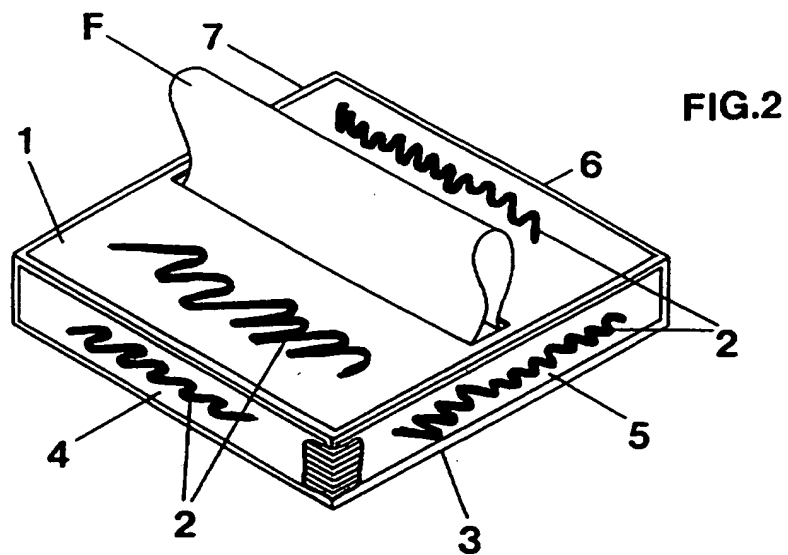
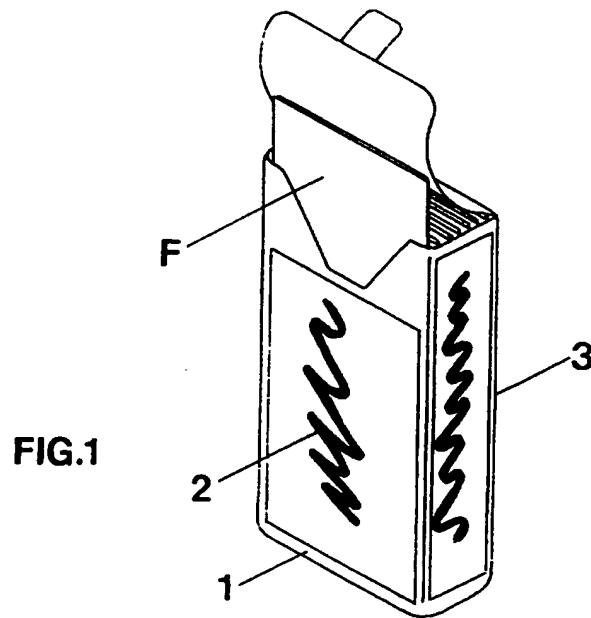
## CLAIMS

1. A wrapping containing paper handkerchiefs with surfaces at sight showing promotional images and/or messages not linked to the content thereof, characterized in that:
  - an upper surface (1) at sight, having a rectangular shape or of other kind, carrying printed or in any other way one or more images and/or promotional messages (2) concerning products with commercial diffusion not linked in any manner to the contained handkerchiefs (F), so as to form a means for the exhibition and for the knowledge of said products;
  - a lower surface (3) at sight, corresponding to said surface (1), carrying similar or different promotional images and/or messages 2;
  - four lateral surfaces (4, 5, 6, 7) at sight, corresponding to the sides of the parallelepiped container, showing - in smaller dimensions - promotional images and/or messages (2), similar or different the the precedent ones.
2. A wrapping container according to claim 1, characterized in a soft and transparent material, comprising the surfaces (1, 3, 4, 5, 6, 7) at

sight, provided with promotional images and/or messages (2), not linked to the contained product.

3. A wrapping container according to claim 1, characterized in a rigid and opaque material, comprising surfaces (1, 3, 4, 5, 6, 7) at sight provided with promotional images and/or messages (2), not linked to the contained product.

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# INTERNATIONAL SEARCH REPORT

Intern. Application No  
PCT/IT 95/00042

## A. CLASSIFICATION OF SUBJECT MATTER

IPC 6 B65D75/58

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)  
IPC 6 B65D

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	PATENT ABSTRACTS OF JAPAN vol. 017 no. 280 (P-1547) ,28 May 1993 & JP,A,05 012524 (KAZUNORI INOUE) 22 January 1993, see abstract  -----	1,2

☐ Further documents are listed in the continuation of box C.

☐ Patent family members are listed in annex.

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Date of the actual completion of the international search

1 December 1995

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